2018 MIDTERM ELECTION: NOV. 6, 2018

Sum of networks live + same day

<table>
<thead>
<tr>
<th></th>
<th>Rating</th>
<th>Number of Viewers</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Households</td>
<td>22.2</td>
<td>26,687,000</td>
</tr>
<tr>
<td>Persons 2+</td>
<td>11.8</td>
<td>36,111,000</td>
</tr>
<tr>
<td>Persons 18-34</td>
<td>5.3</td>
<td>3,699,000</td>
</tr>
<tr>
<td>Persons 35-54</td>
<td>13.2</td>
<td>10,575,000</td>
</tr>
<tr>
<td>Persons 55+</td>
<td>21.9</td>
<td>20,210,000</td>
</tr>
</tbody>
</table>

Source: Nielsen, Fast National Ratings.
NOTE: Data above is inclusive of broadcast and cable networks, as well as PBS member stations. Common coverage of ad-supported networks only was 35.3 million viewers P2+.

2018 Networks Included: ABC, CBS, NBC, TEL, UNI, PBS, CNN, CNNNe, Fox Business, Fox News Channel and MSNBC.

HISTORICAL MIDTERM ELECTIONS

<table>
<thead>
<tr>
<th>Year</th>
<th>Networks</th>
<th>Combined No. of P2+ Viewers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>ABC, CBS, NBC, CNN, Fox News and MSNBC</td>
<td>22,712,000</td>
</tr>
<tr>
<td>2010</td>
<td>ABC, CBS, FOX, NBC, UNI, CNN, Fox News and MSNBC</td>
<td>34,911,000</td>
</tr>
<tr>
<td>2006</td>
<td>ABC, CBS, NBC, CNN, Fox News and MSNBC</td>
<td>31,398,000</td>
</tr>
<tr>
<td>2002</td>
<td>ABC, CBS, NBC, CNN, Fox News and MSNBC</td>
<td>26,297,000</td>
</tr>
</tbody>
</table>
## SUM OF NETWORKS LIVE + SAME DAY (NOV. 8, 2016)

<table>
<thead>
<tr>
<th></th>
<th>RATING</th>
<th>RATING</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Households</td>
<td>40.0</td>
<td>47,501,000</td>
</tr>
<tr>
<td>Persons 2+</td>
<td>23.6</td>
<td>71,428,000</td>
</tr>
<tr>
<td>Persons 18-34</td>
<td>19.3</td>
<td>13,293,000</td>
</tr>
<tr>
<td>Persons 35-54</td>
<td>28.0</td>
<td>22,477,000</td>
</tr>
<tr>
<td>Persons 55+</td>
<td>32.5</td>
<td>28,893,000</td>
</tr>
</tbody>
</table>

### 2016 PRESIDENTIAL ELECTION

2016 Networks included:

ABC, CBS, FOX, NBC, TEL, UNI, CNBC, CNN, Fox Business Network, FOXNC, MSNBC, TV One and Lifetime

SINGLE WHITE FEMALES (2016 DATA)

75%

OVER 12 MILLION

REGISTERED TO VOTE IN THEIR DISTRICT OF RESIDENCE

NO PARTY TIES CREATES CHANCE TO SWAY

Almost one in five (16%) Single White Female Voters do not have a party affiliation. They are 50% more likely than the average voter to not have a party affiliation.

50%

MORE LIKELY

NO AFFILIATION

GENERATIONAL BREAKOUT OF THE SINGLE WHITE FEMALE VOTER

- MILLENNIALS 18-34
- GEN X 35-54
- BOOMERS 55-69
- SILENT 70+

59%

14%

5%
**Political Party Affiliation - Self-Identified**

- **Democrat**: 31%
- **Republican**: 21%
- **Independent**: 32%

**Education**

Sixty-five percent of Single White Female Voters are college educated with 29% having a 4-year degree. Nearly 1 in 5 have a student loan.

**Income**

Average household income: $60,900

Single White Female Voters have household incomes $14,000 less than the average voter. Issues focusing on education and wage equality will be of major interest.

**Organizations Contributed Money to Past 12 Months**

- Religious: 31%
- Healthcare/Medical: 41%
- Social Care/Welfare: 17%
- Military/Veterans: 16%
- Arts/Cultural: 14%
- Political: 14%
- Arts/Cultural: 18%

6% contributed to a political organization.
FIND HELP FOR RALLIES, LOCAL COMMUNITY EVENTS AND FUNDRAISERS

1 in 3 volunteered past year.

ENVIRONMENT
The environment is a key issue for the Single White Female Voter segment with almost half (47%) considering themselves to be more environmentally conscious than most and one in ten supporting a politician based on their environmental position.

80%
Agree the government should pay more attention to environmental issues.

HEALTHCARE
Almost all of Single White Female Voters (91%) have health insurance. The segment is 20% more likely than the average voter to have an individual healthcare policy and 79% more likely to be on Medicaid/public assistance, making issues surrounding healthcare reform important.

91%
Insured.

16%
Medicaid/Public Assistance/Welfare.

79%
More likely.

LOCAL MEDIA EXTENDS DIGITAL REACH

More likely
To have visited a media website past 30 days.

23%
**ECONOMY**

Single White Female Voters agree that they are overwhelmed with financial burdens and that the current economy is impacting their spending habits. They are 68% more likely than the average voter to be actively seeking work. Candidates with strong economic reform platforms as well as those supporting the increase of minimum wage and wage equality for women will find favor with this segment.

**REligion**

Religious based issues will find support with about half of Single White Female Voters. Three in five agree prayer is part of their daily life and 54% agree religion should be the pillar of our society. Issues surrounding gay marriage will find support with this voter segment as 60% disagree that marriage should only be between a man and a woman.

**SOCIAL MEDIA HABITS OF THE SINGLE WHITE FEMALE VOTER**

- **WEBSITE/APPs USED PAST 30 DAYS**
  - Instagram: 191
  - Twitter: 155
  - Facebook: 126

- **DAILY AVERAGE TIME SOCIAL NETWORKING**
  - Voter 18+:
    - 1+ Hours: 29%
    - 3+ Hours: 10%
  - Single White Female Voter:
    - 1+ Hours: 43% (148)
    - 3+ Hours: 17% (178)

- Indexed to adults registered to vote in their district of residence.
AFRICAN AMERICANS (2016 DATA)

OVER 23 MILLION

85%

REGISTERED TO VOTE IN THEIR DISTRICT OF RESIDENCE

EDUCATION

This voting segment places high value on education. More than half of African American Voters are college educated and they are 86% more likely than the average voter to be planning to go back to school.

86%
MORE LIKELY
TO BE PLANNING TO GO BACK TO SCHOOL IN THE NEXT 12 MONTHS

INCOME

$57,100
AVERAGE HOUSEHOLD INCOME

African American Voters’ incomes are about $18,000 less than the average voter making economic, education and wage equality issues a focus.

POLITICAL PARTY AFFILIATION - SELF-IDENTIFIED

DEMOCRAT

60%

REPUBLICAN

10%

INDEPENDENT

20%
African American Voters Span All Generations

- **28%** Millennials (Ages 18-34)
- **39%** Generation X (Ages 35-54)
- **24%** Boomers (Ages 55-69)

**Religion**

Religion is the pillar of society for the African American Voter with three quarters of this segment in agreement. Four in five say prayer is a part of their daily life. Candidates courting this important segment should not only show their strong support of religious issues but also demonstrate they walk the path of righteousness themselves.

17 Million

 Agree Religion Should Be the Pillar of Our Society

**Healthcare**

The majority (90%) of African American Voters have health insurance. This voter segment is twice as likely to be insured via Medicaid/public assistance/welfare and therefore should show keen interest in issues surrounding Welfare Reform.

35% More Likely to Describe Their Current Health as Fair or Poor

**Organizations Contributed Money to Past 12 Months**

<table>
<thead>
<tr>
<th>Category</th>
<th>African American Voters</th>
<th>Registered Voters (18+)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Religious</td>
<td>41%</td>
<td>38%</td>
</tr>
<tr>
<td>Healthcare/medical</td>
<td>14%</td>
<td>13%</td>
</tr>
<tr>
<td>Military/Veterans</td>
<td>16%</td>
<td>11%</td>
</tr>
<tr>
<td>Social Care/Welfare</td>
<td>18%</td>
<td>13%</td>
</tr>
<tr>
<td>Arts/Cultural</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>Political</td>
<td>8%</td>
<td>7%</td>
</tr>
</tbody>
</table>

6% Contributed to a Political Organization
ECONOMY

Three in five African American Voters agree that they are overwhelmed with financial burdens and 68% say that the current economy is impacting their spending habits. African American Voters will be looking for economic fixes that bring quick results as more than half agree that “you are better off having what you have now as your never know what tomorrow may bring.”

68% SAY THE ECONOMY IS IMPACTING THEIR SPENDING HABITS

AGREE IT’S IMPORTANT TO KEEP UP WITH NEWS AND CURRENT AFFAIRS

80%

AGREE CELEBRITY ENDORSEMENTS INFLUENCE THEM TO ACTION

1 IN 3

BUILDING PARTY SUPPORT

1 IN 3

SELF IDENTIFY AS INDEPENDENT OR NO PARTY
# Diving Into Election Statistics

## Top Media Formats Among African American Voters

<table>
<thead>
<tr>
<th>Format</th>
<th>Median Time Spent Viewing</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>5:29 hours</td>
</tr>
</tbody>
</table>

### Top 5 Types of TV Programming Watched
1. Local News
2. Movies
3. Comedies
4. Mystery/Suspense/Crime
5. Sports

### Top 5 Newspaper Sections Read
1. Front Page/Main News
2. Local News
3. Advertising Circulars/Inserts
4. Entertainment/Lifestyle
5. Comics

### 5 Million
Read a Newspaper via a Mobile Device Past 30 Days

### 37%
More Likely to Use Internet/App to Listen to Local Radio Station Past 30 Days

### Top 5 Radio Formats M-SU 6A-MID
1. Urban AC
2. Urban Contemporary
3. Rythmic Contemporary Hit Radio
4. Pop Contemporary Hit Radio
5. Adult Contemporary
NON-COLLEGIATE WHITE MALES (2016 DATA)

OVER 46 MILLION

REGISTERED TO VOTE IN THEIR DISTRICT OF RESIDENCE

POLITICAL PARTY AFFILIATION - SELF-IDENTIFIED

- DEMOCRAT: 22%
- REPUBLICAN: 32%
- INDEPENDENT: 36%

GENERATIONAL BREAKOUT OF THE NON-COLLEGIATE WHITE MALE VOTER

- MILLENNIALS 18-34: 32%
- GEN X 35-54: 25%
- BOOMERS 55-69: 27%
- SILENT 70+: 16%

75% ARE 35 OR OLDER

23% MORE LIKELY TO BE RETIRED OR RETIRING IN THE NEXT YEAR
This segment, which is 61% more likely to be blue collar, may not have a college degree but education is still important to learn in-demand skills. They are 34% more likely to have attended a special/technical/vocational school.

### Average Household Income

Non-Collegiate White Male Voters have household incomes that are $4,000 less than the average voter. This puts them in the “middle” of the issues that ensure the rich do not have unfair advantages and benefits for the poor are allocated appropriately.

### Organizations Contributed Money to Past 12 Months

- **Religious:**
  - Non-Collegiate White Male Voters: 39%
  - Registered Voters 18+

- **Healthcare/Medical:**
  - Non-Collegiate White Male Voters: 13%
  - Registered Voters 18+

- **Social Care/Welfare:**
  - Non-Collegiate White Male Voters: 16%
  - Registered Voters 18+

- **Military/Veterans:**
  - Non-Collegiate White Male Voters: 12%
  - Registered Voters 18+

- **Arts/Cultural:**
  - Non-Collegiate White Male Voters: 22%
  - Registered Voters 18+

- **Political:**
  - Non-Collegiate White Male Voters: 14%
  - Registered Voters 18+

**Contributed to a Political Organization:** 8%

### Activities Past 12 Months

- **Hunting:** 221 Index
- **Golf:** 156 Index
- **Fishing:** 155 Index
- **Boating:** 126 Index

Indexed to adults registered to vote in their district of residence.
ECONOMY

One in four (25%) Non-Collegiate White Male Voters are retired and three in five have some type of investments. Wanting to ensure their golden years are secure, their attention will focus on economic policies affecting social security and stability in the financial market.

62%
OF HOUSEHOLDS HAVE SOME TYPE OF INVESTMENT

HEALTHCARE

Almost all of Non-Collegiate White Male Voters (93%) have health insurance. Nearly a third are covered under Medicare and they are 35% more likely to have military health insurance. Issues addressing quality and comprehensiveness of coverage for veterans and retirees will be a focal point.

31%
HAVE MEDICARE FOR HEALTH INSURANCE

FOREIGN POLICY

With donations and high support for military coupled with those on military insurance, the Non-Collegiate White Male Voter is likely to have an open ear on what a candidate has to say about foreign affairs including military issues and border security. They have a patriotic spirit with 83% agreeing it is important to buy American.

83%
AGREE BUYING AMERICAN IS IMPORTANT

ENVIRONMENT

Non-Collegiate White Male Voters are invested in environmental issues with 70% agreeing the government should pay more attention to the environment. With over 21 million saying they are more environmentally conscious than most, conservation issues will be important.

21 MILLION
FEEL THEY ARE MORE ENVIRONMENTALLY CONSCIOUS THAN MOST

LOOK ACROSS THE INDEPENDENTS

INDEPENDENTS

INDEPENDENT 13%
INDEPENDENT BUT FEEL CLOSER TO REPUBLICAN 13%
INDEPENDENT BUT FEEL CLOSER TO DEMOCRAT 10%
SPORTS REACHES THE NON-COLLEGIATE WHITE MALE VOTER ACROSS ALL OUTLETS

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percent More Likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Typically watch sports</td>
<td>23%</td>
</tr>
<tr>
<td>Read sports section</td>
<td>14%</td>
</tr>
<tr>
<td>Listen to all sports radio</td>
<td>36%</td>
</tr>
<tr>
<td>Use internet for sports scores</td>
<td>24%</td>
</tr>
</tbody>
</table>

23% more likely to have driven 250+ miles past week

29:52 average number of hours watched past week
HISPANIC MILLENNIALS (2016 DATA)

OVER 7 MILLION

58% REGISTERED TO VOTE IN THEIR DISTRICT OF RESIDENCE

BUILD PARTY SUPPORT

51% SELF IDENTIFY AS INDEPENDENT OR NO PARTY

LANGUAGE PERSONALLY PREFER TO SPEAK

- ENGLISH MORE THAN SPANISH (41%)
- SPANISH MORE THAN ENGLISH (16%)
- ENGLISH ONLY (34%)
- SPANISH ONLY (8%)
- ENGLISH/SPANISH EQUALLY (1%)

POLITICAL PARTY AFFILIATION - SELF-IDENTIFIED

DEMOCRAT 37%
REPUBLICAN 12%
INDEPENDENT 32%

EDUCATION

Almost half (47%) of Hispanic Millennial Voters are college educated. Higher education is important with one in four planning on going back to school within the next year.

INCOME

$62,200

AVERAGE HOUSEHOLD INCOME

Hispanic Millennial Voters have similar household incomes to Single White Female Voters with their average household income about $12,000 below the average voter.

2X MORE LIKELY
TO USE INTERNET/APP TO TAKE A COLLEGE COURSE
STUDENT HANDOUT

ORGANIZATIONS CONTRIBUTED MONEY TO PAST 12 MONTHS

<table>
<thead>
<tr>
<th>Category</th>
<th>Hispanic Millennial Voters</th>
<th>Registered Voters 18+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Religious</td>
<td>31%</td>
<td>9%</td>
</tr>
<tr>
<td>Healthcare/Medical</td>
<td>13%</td>
<td>16%</td>
</tr>
<tr>
<td>Social Care/Welfare</td>
<td>16%</td>
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<td>18%</td>
</tr>
<tr>
<td>Arts/Cultural</td>
<td>6%</td>
<td>11%</td>
</tr>
<tr>
<td>Political</td>
<td>3%</td>
<td>9%</td>
</tr>
</tbody>
</table>

3% CONTRIBUTED TO A POLITICAL ORGANIZATION

46% MORE LIKELY TO ENJOY BEING THE CENTER OF ATTENTION

1 IN 3 HAVE 4 OR MORE ADULTS IN THE HOUSEHOLD

ECONOMY

Hispanic Millennial Voters are two times more likely than the average voter to be seeking employment. Three in five agree that they are overwhelmed with financial burdens and say that the current economy is impacting their spending habits. And like their African American Voter counterparts, they too will be looking for economic fixes that bring quick results, as more than half agree that “you are better off having what you want now as your never know what tomorrow may bring.”

HEALTHCARE

Four in five Hispanic Millennial Voters have health insurance with one in five receiving that insurance via Medicaid/public assistance/welfare. Forty percent of those insured have an individual policy, making them 14% more likely than the average voter to have had to secure their own insurance. This segment will be closely watching candidates’ positioning on healthcare reform and Obamacare.

14% MORE LIKELY TO HAVE AN INDIVIDUAL POLICY

2X MORE LIKELY TO BE SEEKING A JOB
The majority (72%) of Hispanic Millennial Voters were born in the United States and almost equally as many (75%) prefer to speak English more than Spanish or English only. That does not mean that cultural heritage is not important as 71% agree that their culture/heritage is an important part of their lives. And when they are at home, two in five embrace that heritage by predominately speaking Spanish. So while the segment demonstrates high levels of assimilation, negative positions regarding immigration may be harmful to a campaign.

While viewing is increasingly fragmented, live TV still makes up the bulk of how we watch.

Source: NLTV NOV2015, Average Daily Time Spent HH:MM, P25-54, Live PUT, XPLT, Multimedia Device (Apple TV, Roku, Chromecast, etc)

Source: Nielsen Average Time Spent Per Day, 2016
HOW DO YOUNG VOTERS IDENTIFY THEMSELVES?

Half of young voters fall into independent or non-affiliated categories.

- **Democrat**: 29%
- **Republican**: 21%
- **Independent**: 11%

INDEPENDENT BUT FEEL CLOSER TO DEMOCRAT: 13%
INDEPENDENT BUT FEEL CLOSER TO REPUBLICAN: 10%
NONE OF THESE: 16%

Source: Nielsen Scarborough USA+ Release 1 2015
Base: U.S. Adults 18+ Registered To Vote

FINDING YOUR VOTER WITH LOCAL NEWS

Top five LPM markets that over-index for young voters who watch local news.

- **Democrat**
  - 159 Pittsburgh
  - 156 Detroit
  - 152 Miami
  - 142 Atlanta
  - 140 Chicago

- **Republican**
  - 173 Minneapolis
  - 128 Dallas
  - 120 Houston
  - 112 Pittsburgh
  - 112 Charlotte

- **Independent**
  - 184 St. Louis
  - 182 Portland
  - 176 Orlando
  - 159 Boston
  - 156 Denver

Source: Nielsen Scarborough USA+ Release 1 2015 based on top 25 LPM markets only; Political Affiliation is Self-Identified
Base: Total U.S. Adults 18-34
Target: Adults 18-34 Registered to Vote in Their District of Residence Who Watch Any Local News (Morning, Daytime, Evening)

Source: Nielsen, They Vote, They Decide: Finding Young Voters with Local and Social Media, 2016.